THE CLAIMS

The following listing of claims replaces all previous listings of the claims pending in the application.

1. (Currently Amended) A method for distributing and presenting preferred data ~~from a host server to~~ on a display device located at a predetermined remote premise, comprising:

identifying a user preference;

providing a first communication session between a user and a host server, wherein the first communication session transfers the user preference to the host server;

selecting preferred data responsive to the transferred user preference;

providing a second communication session via a communication link between the host server and a remotely located display device~~;~~, wherein the second communication session transfers the preferred data and a display control parameter to the display device and transfers an indication of one or more operational conditions of the display device to the host server; and

placing the remotely located display device in a presentation mode configured to present the preferred data in response to the display control parameter.

2. (Original) The method of claim 1, wherein the step of identifying a user preference comprises the selection of a digital image.

3. (Original) The method of claim 1, wherein the step of identifying a user preference comprises the selection of a presentation duration.

4. (Original) The method of claim 1, wherein the step of identifying a user preference comprises information reflective of the location of the remote premise.

5. (Original) The method of claim 1, wherein the step of identifying a user preference comprises estimating the number of visitors that may enter observe a periodic display of a plurality of digital images.

6. (Original) The method of claim 1, wherein the step of identifying a user preference comprises selecting a presentation sequence when a plurality of digital images are designated for presentation.

7. (Original) The method of claim 1, wherein the step of identifying a user preference comprises selecting an input indicative of a period over which the remote display device operates in a presentation mode.

8. (Original) The method of claim 1, wherein the step of providing a first communication session further results in the transfer of a display device identifier from the user to the host server.

9. (Canceled)

10. (Original) The method of claim 2, wherein the digital image comprises a public service message.

11. (Original) The method of claim 2, wherein the digital image comprises a message that describes a service.

12. (Original) The method of claim 2, wherein the digital image comprises a message that describes a product.

13. (Original) The method of claim 2, further comprising:

generating a periodic statement reflective of the duration of presentation of the digital image.

14. (Original) The method of claim 5, wherein the user preference comprises the association of a preferred time slot for the presentation of each of the plurality of digital images.

15. (Original) The method of claim 7, further comprising:

initiating a communication session from the remote display device to the host server after execution of the presentation mode.

16. (Original) The method of claim 13, wherein the periodic statement is reflective of a cumulative presentation time for a digital image at a user agreed digital image presentation rate.

17. (Currently Amended) A digital image leasing system ~~(DILS)~~ comprising:

means for collecting a plurality of digital images;

means for indexing the plurality of digital images;

means for recording information reflective of a particular customer;

means for providing a mechanism for the particular customer to communicate an image preference;

means for selecting a digital image responsive to the image preference; ~~and~~

means for communicating the digital image to a display device at a remote location, wherein the display device is configured to enter a presentation mode; and

means for the display device to transfer information regarding the display device.

18. (Original) The system of claim 17, further comprising:

means for the particular customer to transfer a digital image to the collecting means.

19. (Original) The system of claim 17, further comprising:

means for the particular customer to request a digital image for presentation at a pre-determined location for a pre-determined time.

20. (Currently amended) The system of claim 17, further comprising:

means for billing the particular customer in accordance with the elapsed presentation time of the digital image, wherein a bill is issued over a periodic interval after actual presentation of the digital image.